



News Letter of BRIDDHI

Volume - 3
Issue 6, December-2014



Trainings on:

- i. Teambuilding & Leadership Skills
Dated: 23rd-24th September 2014 (9:00am-6:300pm)
- ii. How to Achieve Sales Target
Dated: 26th -27th September 2014 (9:00am-6:300pm)

Company Name:

D16 Pharma & Biotec Ltd

Participants:

(2 Groups)
25 Participants in each group

Venue:

BRIDDHI - Training Institute.

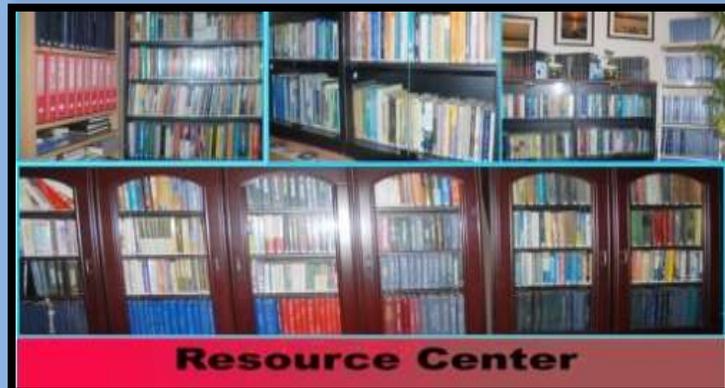
Dhanmondi, Dhaka, Bangladesh.



Training Room -Front View



Training Room-Rear View



Resource Center

“অগত্যায় থেকে বিগ্য হওয়া যায় না” ।

... ZvB WkL I Mo |

- মো: আকবার হাসান
CEO & MD - BRIDDHI

Introduction

*Teach your people, they will gain knowledge,
then Subsequently they will look for Results....* Md. Akbar Hassan

The effect of Globalization created the business environment more critical and competitive in nature. The comparative advantage turned to competitive advantage. The market is unpredictable, quality conscious; demand oriented; knowledgeable; and on the other hand sensitive to price. So we should remember that traditional knowledge should be replaced by professional knowledge and technical know-how; otherwise we will fail to compete in this competitive world. Exploring new markets with limited resources may not be cultivated when we do not acquire professional knowledge.

Over the last three decades or so, training has acquired a significant position in the world of business and in the field of industrial development across the developed and the developing world. The scope of training is no longer limited to developing knowledge and competencies in individuals. As considerable emphasis is placed on human relations in an organization, leadership styles of senior management, and on promoting interpersonal effectiveness, training has acquired new dimensions in organizational functioning. In fact, it has now become a crucial element in providing a sound basis for modern-day management.

The word “**training**” has many meanings. Training means developing manpower for particular jobs. Broadly training for **adequate job performance** and extending an **employee’s intellectual range** through general education. Training means **fitting the man to the job**.

Training aims to **transmit information, develop attitudes, and improve skills**. Another facet representing a fairly recent shift in the **development of managerial conceptual abilities in the behavioral science**.

Popular Pharmaceuticals Ltd is growing in a better speed in exploring business and to serve the nation in the health sector. The vision of the CEO is to create the enterprise to the highest level of development. Training has a tremendous capacity to grow his people his dream comes true.

Training on: “Teambuilding & Leadership Skills” Topics covered.

1st Day

- + Are Leaders Born or Bred
....Be a Leaders Create yourself
- + Winners vs Losers
.... Think what you are?
- + Characteristics of a Good Leader
.... Be Proud of Yourself, so the other do
- + Leadership and Seven Habits
....Where you need to be Changed
- + Supervisory Skills
....Your Strength to Create Success
- + Interpersonal Skills & Communication Skills
.... Words of Mouth Create Bondage

2nd Day

- + Loyalty Creation among Employee
... Where ownership counts
- + Motivation & Create People to Work
.... Explore Potentials
- + Teambuilding
....Create Bondage
- + Essentials for Building A High Performance Team
.... Great Team is a Great Achiever
- + Problem Solving Activities
....Create Environment for Success
- + Coaching & Counseling
....Teach your People to Grow

Training on: "How to Achieve Sales Target" Topics covered.

1st Day

- **Who are you.**
....Most Important Person to Bring Success in an Organization
- **Selling ASAP**
.... An interactive social process
- **Sales & Salesmanship**
....Be Different & uncommon
- **Qualities of a Medical Information Officer**
..... Possess the right Character

2nd Day

- **Salesman should be CREATIVE & INNOVATIVE in increasing Sales.**
.... Be different from others.
- **Selling through Sales Call**
....Be prepared Customer Service
- **Customer Relationship Management (CRM)**
....Create a long term Relation for repeat sale
- **Make a Strong Sales Presentation**
....Create impression for persuasion
- **Why Salesman Fail?**

Methods & Approaches Used :

Methods & Approaches (Before Training)

- ✳ Focus Group Discussion (FGD)
- ✳ Training Need Assessment (TNA)
- ✳ Questionnaire Survey
- ✳ Personal Interviews (Videos clip)
- ✳ Success Stories
- ✳ Observation Methods

Methods & Approaches (During Training)

- ✳ Participative Approaches
- ✳ Lecture Methods
- ✳ Power Point Presentation
- ✳ Theories & Practical Application
- ✳ Exercise Session & Role play
- ✳ Case Study
- ✳ Related Video & Movie Shows

Profile of Lead Resource Person:



Md. Akbar Hassan

Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant** of **BRIDDHI**. Conducted more than **800** (approximately **12,000** participants) exclusive training on different areas as Lead Resource Person. He is OD specialist. Created more than **900 Training Video Clips** on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. He is also a Lead consultant on Garments & Textiles and in Industrial arena.

Md. Akbar Hassan is **Business Graduate (MBA-IBA)** and **Masters in Public Administration (MPA)** **University of Dhaka**. **18.5 years of Corporate experience in MNC** and **14 years of teaching & training**. **14 years of experience as OD specialist & consultants**.

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